

1963 PORTLAND ROSE FESTIVAL

June 7-16, incl.

MAIL ORDER TICKET SALES

MERRYKHANA PARADE, SATURDAY, JUNE 8, 8 p.m.

_____ No. of Tickets *@ \$2.00 each \$ _____
 ‡@ \$1.00 each \$ _____
 ‡@ \$.50 student \$ _____

QUEEN SELECTION AND CORONATION,
 MONDAY, JUNE 10, 8 p.m.

_____ No. of Tickets *@ \$2.50 each \$ _____
 *@ \$2.00 each \$ _____
 ‡@ \$1.50 each \$ _____
 ‡@ \$.75 student \$ _____

COLISEUM SHOW, TUESDAY THROUGH SUNDAY, 8 p.m.,
 JUNE 11, 12, 13, 14, 15, 16 (circle dates wanted)

_____ No. of Tickets *@ \$2.50 each \$ _____
 *@ \$2.00 each \$ _____
 ‡@ \$1.50 each \$ _____
 ‡@ \$.75 student \$ _____

GRAND FLORAL PARADE, SATURDAY, JUNE 15, 10 a.m.

_____ No. of Tickets *@ \$2.50 each \$ _____
 *@ \$2.00 each \$ _____
 ‡@ \$1.50 each \$ _____
 ‡@ \$.75 student \$ _____

*Reserved Seats
 ‡General Admission

All seats are individual seats in new Portland Memorial Coliseum. Students are those not yet graduated from high school or not over 18 years old.

Prompt return of this order with your **SELF-ADDRESSED, STAMPED ENVELOPE AND YOUR CHECK** to cover cost of tickets indicated above will assure you of the best available seats. Make check payable to: Portland Rose Festival Association. Mail to: Portland Rose Festival Association, 232 Multnomah Hotel, Portland 4, Oregon.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

For Office Use Only

Sec.	Row	Seat	Adults	Student
Price	Amt. Due	Performance	Date Mailed	

schedule of events

55th Annual Portland Rose Festival June 7 through 16, 1963

May 31, Friday—Junior Rose Festival Queen Selection and Coronation.

June 7, Friday—Official opening of 1963 Rose Festival Center.

June 8, Saturday—Festival Center and Merrykhana Parade; Junior Olympic Track Meet—Grant Bowl

June 9, Sunday—Festival Center; Marine Day

June 10, Monday—Queen Selection and Coronation; Festival Center

June 11, Tuesday—Coliseum Show; Food and Products Show; Festival Center

June 12, Wednesday—Coliseum Show; Food and Products Show; Festival Center

June 13, Thursday—Coliseum Show; Food and Products Show; Knighting Ceremony; Festival Center; Portland Rose Show

June 14, Friday—Junior Rose Festival Parade; Coliseum Show; Food and Products Show; Festival Center; Rose Show

June 15, Saturday—Grand Floral Parade; Festival Center; Queen's Ball; Coliseum Show; Food and Products Show

June 16, Sunday—Rose Cup Sports Car Races; Golden Ski Tournament; Festival Center; Coliseum Show; Food and Products Show

PORTLAND ROSE FESTIVAL ASSOCIATION

Suite 232, Multnomah Hotel
 Portland 4, Oregon

Portland Rose Festival June 7-16, 1963 Portland, Oregon



SEE THE CITY OF ROSES
 IN ALL ITS FLORAL SPLENDOR!

Portland Rose Festival
brings you . . .

three spectacular parades



Grand Floral Parade

The spectacular climax of every Rose Festival for 55 years! Fifty or more dazzling floats completely covered with natural flowers . . . dozens of bands, mounted and marching units . . . attracting half a million spectators along the five-mile route. You can see the start of the parade from seated comfort in Portland's fine new Memorial Coliseum.



Merrykhana Parade

Coming near the start of the Festival, the zany Merrykhana Parade sets a keynote of fun and merriment for the days to follow. Clowns, calliopes, bewitching beauties in a cascade of color, noise and laughter!





Junior Rose Festival Parade

A child's view of the magic world of make-believe, expressed in costumes and junior-sized floats that every kid will love!

Grand Floral Parade
Saturday, June 15

Merrykhana Parade
Saturday, June 8

Junior Rose Festival Parade
Friday, June 14

a full week of
entertainment
and colorful
events



exciting night shows!
festival fun center!
races on Mt. Hood!
sports car races!
marine day regatta!





always something exciting to do!

See the Rose Cup sports car races in Portland's Delta Park . . . the Golden Rose Ski Tournament on the sunny snowfields above Timberline Lodge on Mt. Hood . . . vessels from U. S. and foreign navies moored within walking distance of downtown hotels . . . the internationally famous Portland Rose Show and International Rose Test Gardens . . . the Marine Day Regatta and parade of decorated boats . . . and a host of other events.

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PORTLAND ROSE FESTIVAL ASSOCIATION

Suite 232, Multnomah Hotel, Portland 4, Oregon

Please send me further information about:

- The Rose Festival
- Accommodations
- The city of Portland
- Oregon points of interest

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CITY _____ ZONE _____ STATE _____